

THE WAY COHEN SELLS MERCHANDISE

Marvelous is the word to express the values, of which a few samples—from a store full—are given on this page. Never in the near half century history of Cohen's store have there been so many seasonable goods for retail at the wholesale prices and less. Buying, which forestalled the higher market, together with large purchases from overloaded manufacturers and importers, are the principal reasons for such prices. The items below are representatives of the most wanted merchandise. Don't miss an item.

The Merchant Libraries Contest is Getting Warm.

It Is a Linen Year.

Of course we always sell Housekeeping Linens largely at this season, but the demand for Dress Linens is remarkable. As a matter of fact, the Pure Linen is priced as little as union goods were a short time ago.

Dress Linens.

21c a yard—Yard Wide Pure Linen Lawn, always 25c a yard.
22c a yard—Heavy Pure Linen Suiting, yard wide and matchless for less than 25c.
23c a yard—Two and a half yards wide Heavy Pure Linen Sheeting, unmatched in Richmond for less than \$1.25.
24c a yard—Pure Linen Suiting, grass bleached.
44c a yard—Yard Wide Irish Linen, soft finish, for dresses and waists; the usual price is 75c.

Housekeeping Linens.

81.08 each—2x2 1-2 yards, pure linen pattern Table Cloths, full bleached, in beautiful designs—less than cost of importation.
55c a yard—The finest two yards wide Bleached Table Damask imported.
33c a yard—Union Table Damask, sixty inches wide, full bleached and heavy, round thread.
33c each—Yard Square Table Cloths, in satin damask, that cost \$1 each.
\$1.15 a dozen—Heavy Dinner Napkins, full weight and round thread—half linen, but you'd never know it was not pure linen if not told.
\$1 each—Pure Linen Bolster Cases, double drawn Mexican work; a remarkable value.
Hand Embroidered Linen Doilies, Centerpieces, Scarfs, etc., for less than cost of importation.
4c each—All Linen Damask Doilies, colored borders.
8c a yard—Stair Linen Crash, natural color—half linen.
10c each—The best Derby Huck Damask Border Hemstitched Towels ever sold for 25c.
10c each—Huck Towels, the same you buy elsewhere for 12 1-2c.

32,000 Yards Of Embroideries

to be closed out. They are manufacturer's lengths, from 2 1/2 to 6 yards long.

1c for 15c Embroideries, and thousands of yards to choose from.
7c for 12 1-2c and 10c Embroideries.
12 1-2c a yard gives you Flouncing, in widths to ten inches.
3c a yard—Large lot of Embroideries, that were 5c to 8c.
60c a yard—French All-over Embroideries; some are 98c; either are worth double our prices.

Curtain Values, Hitherto Unequalled

Every day sees a substantial gain in our Curtain sales—sometimes they more than double. Here's the reason:

\$2.25 a pair—A variety of patterns of very fine Lace Curtains—values from \$3 to \$3.75.
\$1.50 a pair—A lot of Fine Nottingham Lace Curtains—some among them sold up to \$2.25.
\$1.12 a pair—Swiss Muslin Curtains, different style dots, full length, \$1.50 value.
\$1.50 a pair—Madras Curtains, with extra background, all color stripes.
15c a yard—Turkies for floor covering, all colors—orders taken for covering floors.
12 1-2c a yard—Beautiful Floral Silk-linen, sheer quality, 36-inch width.

Sewing Machines You Save \$10 to \$15

Sewing Machines, embossed front, drop head stand—oak, extra finish, ball bearing, five drawers, complete attachments; price only \$20.
High Leaf Sewing Machine, ball bearing, complete set of attachments, ball wood work, extra finish; price only \$18.

Tailored Garments Less Than Ever.

In addition to women's wear, look at the dainty Spring Dresses for children.

\$3.98 each—New Elton Suits, a facsimile of woolen ones, but cotton.
\$8.50—Tailor Made Suits of Etamine Poplin, the best \$15 suit of the season.
\$5—Tailor Suits of various fabrics and styles, that sold to \$10, to fit women and misses.
\$10—Tailor Suits, this season's choicest styles; sold to \$23.
\$12.50—Women's Foulard Suits, in every color and style—less than cost of material.
\$14—Checked and Solid Color Taffeta Suits, all novel effects—\$22.50 ones.
\$2.50 for a 35 Stylish Voile Skirt, black and navy; this is a sample of half a hundred styles of skirts at similar prices.
Full line of Women's Wash Suits and Skirts, in all the latest novelties.
\$1.50 buys a Shirt Waist Suit of fine quality madras, full tucked waist, finished with piping, skirt to match—about half the price of the making.
Full line of Percale and Lawn Wrappers, Kimonos and Dressing Scaques, in all the wanted fabrics, at Cohen's prices.

Children's Dresses.

45c—Children's Chambray Dresses, sizes six to twelve years.
\$2.98—Children's Pure Linen Peter Thompson Suits, in natural colors.

Silks as Cohen's Store Sells Them Now.

It is termed one of the mysteries of this season's business. We can make no promises for the future. We don't see how it is possible to meet such prices again.

25c for 44c China Silk.

It's white and has a lustrous, rich finish and launders perfectly.

39c for 55c Tussah Pongee

Natural color, washable, will make an ideal seashore dress.

39c for 50c China Silk

Black and smooth, even weave, heavy enough for whole dresses.

55c for 85c Taffetas

Solid colors and satisfactory in every way; a fine showing of popular colors.

55c for 85c Peau de Soie

A black of unusual brilliancy, every thread pure silk.

25c for Black Taffeta Silk

Warranted to wear; for linings and waists.

98c for \$1.25 Corsica Taffeta

A fine black, full yard wide, the proper weight for coats and shirt waist suits.

39c for 50c Pongee Foulards

Printed novelties, in navy, brown, black, white and gray grounds, with small figures in contrasting colors.

98c for \$1.25 Peau de Soie

The finest black 36-inch wide Silks, of extra fine Lyons make; guaranteed pure dye.

59c for \$1 Moire Francaise

White or cream, and every thread pure silk—just the thing for petticoats and waists.

75c for \$1.19 Grenadine

Black, iron frame sewing, silk weave, forty-five inches wide.

39c for 50c China Silks

In all light and dark colors; has a sheen like silver.

98c for \$1.25 Taffeta Habutai

A true black, guaranteed water and perspiration proof, twenty-seven inches wide.

44c for Black Armure and Crystal Cords

Pure silk, suitable for coats, dresses and waists.

Another Stir-Up In Toilets.

100 bars Pure Glycerine Soap, made especially for us, 50c a bar.
Palm and Witch Hazel Soap for 1c a cake.
Table consisting of Hair Brushes, Tooth and Nail Brushes, Whisk Brooms, Dressing Combs, Soap Boxes; a special line for 10c each.
Cradocks Medicated Blue Soap, 5 1-2c a cake.
Dr. Maxe's Carbolic Mouth Wash, special for the 25c article, 10c.

Notions That Are Yours for Very Little

2,000 dozen Darning Cotton, in black, white and twenty other shades, 2c a spool.
Soft Finish Machine Thread, all numbers, three spools for 5c.
Collar Buttons, for women or men, four styles, worth 10c for 1 1-2c each.
20 dozen Fine White Beading—six-yard pieces—5c a bunch.
Ten gross Black Hat Pins are 3c a dozen pins.
Five gross Fancy Elastic, and also ten gross black, all widths, 5c a yard.
Ten gross best 25c Shirt Waist Sets, 10c a set.

Some Big Bargains Picked at Random

8c each—Women's White Duck Belts, every size and style of buckles.
7 1-2c a dozen—Sixty-one gross Large Size Pearl Buttons, worth three times our asking.
2c a dozen for another lot of those Special Pearl Buttons, all sizes.
25c each—200 Brooch Pins, made to sell at 50c and 75c.
10c each—Horseshoe Hair Pins, a lot that ought to sell for 20c.
15c each—Women's Linen Collars, hemstitched; they are worth 25c—four styles to select from.
5c each—Women's Black and Colored Belts, worth 20c.
70c each—Boys' Extra Size Black and Red Patent Leather Belts.
10c a pair—Men's and Women's Wide Tie Laces, the 25c ones.

Shirt-Waist Attractions.

Any kind, style or price you want from 25c to \$24.50, and there is a big percentage of saving in any one of them.

50c each—About a half dozen different styles of Waists, of lawn, percale and madras. The lawns are white and finished with hemstitched tucks; values are 75c to \$1.
\$1.25 each—Several styles of White Lawn and Mercerized Waists, lace or embroidery trimmed, full blouse front and an excellent \$1.75 value.

98c each—You can choose any waist you want, which is sold elsewhere for \$1.25 to \$1.75. Materials are linen, Persian lawn, black and white etamine, mercerized striped poplinette, black satines and others.

\$1.65 each—China Silk Waists, in black or white, with broad tucks and French knots. You can't get its equal for less than \$2.25. Other Silk Waists at \$2.45, \$3.88 and up to \$24.50.

New Prices On Infant' Wear.

These are work-savers for mothers. You cannot afford to make them when these prices are to be had:

5c each for Children's Muslin Caps, with full plaited ruching.
25c—Your choice of more than a dozen styles of dainty Caps, made of lace or muslin, trimmed with ribbon and ruching; made to sell for 50c.
\$1.25 for 2 Mull Hats, trimmed with lace and rosettes, pink, blue and white.
25c for Infants' 36 Long Cloth Slips, with embroidery ruff, neck and sleeves.
98c each—More than half a dozen styles of Dainty Persian Lawn Dresses, all the newest ideas, Russian Blouse and Princess dresses that cost \$1.50 to make.
50c for Mother Hubbard Dresses, made of long cloth, with fine tucked yoke and embroidery trimming—three pretty styles.
40c for Boys' Stylish Dresses, made with belt and trimmed with pearl buttons; regular \$1 value.

Ribbon Beauties

The finest and largest collection of little-priced Ribbons ever seen in Richmond. Part of them from a maker afraid to hold them longer. You get our saving.

20 yards best 25c black four inches wide Taffeta Ribbon made, Monday, 10c a yard.
Five inches wide All Silk Hat Ribbons; they are worth 25c; our price is 10c a yard.

Every color of Taffeta Ribbons, good quality and at a low price of 12 1-2c a yard; they are three and a half inches wide.

Five inches wide White Satin Taffeta Ribbons, with large floral designs, easily worth 50c a yard; it's here at 30c a yard.

Double Face Liberty Satin Ribbons, every color, 10c a yard.

Three and a half inch Satin Taffeta Ribbons, in every shade; good ribbon at 10c, for 15c a yard.

Knit Underwear Bought before the higher prices. You save about 25 per cent.

25c each—Women's Fine Ribbed Gauze Vests and Pants; pants lace trimmed or tight at the knee; vests high neck and long sleeve and have silk tape.

10c each—Women's 25c India Gauze Vests, high neck and long sleeves.

25c each—Women's Fine Ribbed High Neck and Long Sleeve Corset Covers, silk tape.

12 1-2c each—Women's Low Neck Sleeveless Gauze Vests, with silk tapes.

10c each—Women's 25c Lace Trimmed Gauze Vests, low neck and sleeves.

Optical Department Expert optician always in charge, and he'll test your eyes free. Can you afford to strain your eyes when you can get them suited for little?

A sample of value is—Solid Gold Spring Rimless Eyeglasses, crystal lenses \$1.
Convex Lens Glasses from 10c upward.

Cohen Surprises Black Goods Buyers

You can't buy them always at such prices.

45c a yard—Heavy Black Stellan, worth 75c.
22c a yard for the Mohair Stellan, thirty-eight inches wide.
\$1.25 a yard—Silk Warp Brilliantine, forty-six inches wide, featherweight and holds its own for years.
11c a yard—Brilliant All Wool Voile, forty-eight inches wide.
10c a yard—All Wool French Voile, imported to sell for \$1.75.

Black Danish Cloth 12 1/2c

1,400 yards of unusually good quality to be sold, beginning Monday.
50c a yard—The Half Silk Black Henrietta, worth \$1.
75c a yard—Silk Warp Swansdown, worth \$1.50.
75c a yard—50-inch Wire Etamine, worth \$1.50.
35c a yard—All Wool Albatross.
48c a yard—All Wool Cheviots and Serges, thirty-eight inches wide; qualities that cost \$2.
75c a yard—48-inch Mohair Brilliantine, worth 50c.

Why Our Lace Sales Have Doubled

It is not only the prices, but the wonderful collection—many bought by us in Europe—such as we have never had before.

25c a dozen—Val. Laces and Insertings to match in widths and quality, that are seldom seen under 50c.

5c a yard—Most useful Laces of the season—the designs of all the Torsion and Medel Laces—each piece guaranteed to wash perfectly; most of them four inches wide.

25c a yard—Lot of Galloons; you take your pick here from 50c and 60c dress trimmings. Another counterfoul is 8c and 15c a yard.

5c a yard—Real Hand Loom Galloons; the most astonishing fact about them is that they are not 15c to 25c a yard.

50c, 75c and 90c a yard—A purchase of All-over Laces that have been double these prices.

10c and 12 1-2c a yard—Wide Cluny Laces and Insertings, equal in appearance and wear to the real, that cost \$2.25 a yard.

95c a yard—Real Duchess Laces, two inches wide; regular \$1.50 value.
12c a yard—New Net Top Sleeve Laces, eleven inches wide, and dozens of other sleeve laces, up to 80 a yard, including all the late novelties.

Novelty Cotton Fabrics.

Which imitate silk, wool and linen to perfection. Novelties like luxuries, are generally expensive, but not so with these dainty imported and domestic goods. See also the extra values in Colored Dress Linens.

12 1-2c for Imported Batiste, forty inches wide, white grounds, linen lawn designs; a 20c fabric.

25c for Silk Organdy, white grounds, overlapped with woven silk and floral designs; the regular 30c material.

10c for Fine French Dress Gingham, a large assortment of new weaves, including the Bourrettes.

9 1-2c for the New Lace Striped Dimities, in pink, blue and lavender; the alway 12 1-2c ones.

25c for Organdy Grenadines, all the organdy patterns and colorings, entirely new fabric.

Traveling Bags And Trunks

It's the season for them, and we have three times our ordinary stock. Larger buying gives you better values.

From \$2.50 for a Good Canvas Covered Iron Bound and Brass Lock Trunk to \$25 for the Black Enamel Leather Trimmed and Lined Roller Tray Trunk.

Telescopes, Hand Bags and Suit Cases—all styles, all prices.

Colored Dress Goods At Their Best

But prices swing a big advantage to you. Some are a fourth below what we would pay now for them. You can't make a mistake when you buy these goods at the prices.

2,500 yards—All-Wool Double-Width Voile, the best 39c value to be had, special for 29c a yard.

60c for French Etamine, in the best and newest shades, forty-eight inches wide.

37 1-2c a yard—Every shade in Lamb's Wool Double Width Albatross, the 50c kind.

75c for All Pure Wool Crepe Cloths, all colors, forty-five inches wide.

98c for 1 1/2 Scotch Etamines, one and a half yards wide.

37 1-2c for 75c Pin Striped Cream Mohair Stellan.

80c for 25c Pure Mohair Stellan, forty-two inches wide.

40c a yard—Novelty Mohairs that are so much in favor this season.

20c a yard—All Wool 36-inch French Batiste, best 50c quality.

50c a yard—Electric cloth, made of silk and wool; something entirely new for this price.

75c for \$1.25 English Suitings, for skirts or suits, fifty-six inches wide; this season's newest goods, special.

Colored Petticoats 29c to 98c Each

Of course there are higher priced ones, but these are wonderful values at the prices.

29c gives you a Full Length Wash Petticoat, with wide flounce.

98c gives you the choice of over a half dozen styles, all regular \$1.25 and \$1.50 values. Some have 14-inch umbrella ruffle, others have deep flounce, covered with thirteen stitched black bands.

69c gives you a handsome Black Mercerized Petticoat, with accordion plaiting.

50c gives you a large choice in Seersucker Petticoats.

Little Priced Hosiery For Men & Women

From the least priced domestic makes at 4c to the finest Imported Silk Stockings at \$3. We can save you a third to a half.

Women's

15c a pair—Three different kinds of Women's Stockings—one is an imported 25c Embroidered Stocking, the only one in town at this price—all the new tan shades in the lot.

25c a pair—Women's Lace Lisle Stockings, in black and new tan shades.

20c a pair—Women's 40c and 50c Black Lace and Drop-stitch Stockings.

\$1.25 a pair—Women's Pure Silk Stockings, in blacks and tans; imported to sell at \$2 a pair.

Men's

10c for Men's Imported Fancy Half Hose, in blue and white, stripe, blue, with silk embroidered and black lace; regular 30c value.

25c for Men's Black Lace and Black, with blue, white, and red hand embroidered figures; regular price, 30c.

25c for Men's Fancy Half Hose, in blue, black, champagne and other neat designs; regular 30c ones.

Crayon Portraits For the Asking

You buy \$1.50 worth of goods and you get an unmounted Crayon Portrait. No expense at all.

Notice—Our artist, Mr. Campbell, has no agents selling for him. You can only get these portraits direct from Cohen's.

Book Department Specials

5c for a lot of Cloth-bound Books.

5c a pound for Writing paper that you have always paid 10 cents for elsewhere.

Cohen's Basement Bargains Gives Your Money an Extra Leverage.

White Goods Which

are the counterpart of the finest made this year are here at half-price.

10c a yard—Persian Lawns that cost up to 20c a yard.

5 3-4c a yard—10c India Linens, forty inches wide.

12c a yard—2,000 yards of Mercerized Piques, Welts and other Fancy Fabrics, that cost 20c to 40c.

9 1-2c a yard—Mercerized Stripe India Linens, the best 12c values.

10c a yard—Fine 10c India Linens.

15c a yard—Two yards wide French Organdies, up to the highest grade made by the manufacturer.

4c a yard—Mill Ends of India Linens and Persian Lawns—some should be 12c.

7 3-4c a yard—Plain Poplin Pique.

Cotton Goods Here

give a price advantage you'll look for in vain elsewhere.

4 1-2c for 4 1/2 Bleached Cotton, the 6 1-4c grade.

5 7-8c for Best 7c Apron Gingham, all size checks and colors.

3 3-4c for American Batiste, a large assortment to select from.

9 3-4c for 4 1/2 Sea Island Percales, 420 yards of the new this season's designs.

4 1-2c for 6c Light Shirting and Dress Prints, 4,800 yards to be sold.

7 1-2c for 12 1-2c French Batiste, light and dark.

9 1-2c for French Dress Gingham, sold from the full piece, for 12c; 2,500 yards, in lengths of one to ten yards.

4 1-4c for 5c French Percales.

3 7-8c for 5c and 6c Calicoes, dark grounds.

5 3-4c for yard wide 5c Percales, light and dark.

4 7-8c for 5c Apron Gingham.

Big Bedding Bargains.

\$2.75 for 4 Imported Marseilles Quilts, in pink or blue, hand tied fringe; without fringe, \$2.25.

\$1.25 for 3 White Marseilles Quilts, hand tied fringe, heavy embossed; 3c ones are \$1.75.

\$1.05 each—Heavy Crochet Quilts, Marseilles centers.

\$1.35—Extra Size Crochet Quilts, very heavy.

\$1 for \$1.75 White Crochet Quilts, full double bed.

\$5c each—\$1.25 Honeycomb Quilts, full size, Light Weight Crochet Quilts, 45c and 50c.

63c each—90x90 Bleached Sheets, usually 75c; also Full Double Bed Hemstitched Sheets.

45c—Linen Finished Sheets.

55c for 6c Double Bed Bleached Sheets.

50c—Full Size Bleached and Brown Sheets.

15c—Children's Bed Bleached Sheets.

15c—Extra large sizes in Pillow Cases, hemstitched and plain ones, linen finished.